

CBS has recently indicated that it refuses to show issue ads. The particular ads in question were from Moveon.org and PETA. I do not particularly agree with the political agendas of these organizations, but it is disturbing in the highest degree when an organization that is completely dependent on the use of the public airways for its existence refuses to allow public discussion on matters of public importance.1

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Like it or not, advertisements are an essential part of the American democratic and political process. By refusing to air issue ads, CBS is stifling political speech and discussion. This is directly in opposition to the charge we have given them in regard to their public responsibility as users of the public airwaves.1

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CBS made it clear in their refusal to air the ads that this is not because of objectionable content of the ads (i.e., crudeness, indecency, etc.). It would be one thing to ban ads based on objectionable content. But to ban them simply for political comment is indefensible.1

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I might add that this ban affects me directly, because my local Kansas City-area CBS affiliate would have aired the ads, had CBS chosen to air them, but because CBS refused the ads, I will not be able to view them.1

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--Dr. Brent Hugh1
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